

## ABSTRACT

An imaging apparatus comprises a slot to insert an external memory. An information file in which a fixed form phrase is inputted in the external memory is defined.

5       The imaging apparatus comprises functions to select the fixed form phrase from the information file designated by an operation from the imaging apparatus and register the information data selected at the time of photographing into an Exif file.

10       The information file can be attached to the Exif file only by selecting the information data corresponding to a content provided in the external memory. A screen display of the imaging apparatus can be switched automatically in accordance with defined attribute by a switching operation or a content of work from the imaging apparatus.